Appln. No. 09/751,801
Amendment dated October 29, 2004
Reply to Office Action mailed July 29, 2004

This listing of claims will replace all prior versions, and listings, of claims in the application:

<u>Listing of Claims</u> (deleted text being struck through and added text being underlined):

1   1. (Original) A method for broadcast advertising to a mobile
2 communication device, comprising the steps of:
3   storing acceptance data in the communication device;
4   receiving by the communication device a broadcast advertisement
5 containing advertisement data; and
6   comparing the advertisement data to the acceptance data to obtain a
7 comparison result.

1   2. (Original) The method of claim 1, wherein the broadcast
2 advertisement is received by the communication device through a wireless
3 communication channel.

1   3. (Original) The method of claim 2, wherein the broadcast
2 advertisement is received by the communication device through one of: a
3 radio transmission, a television transmission, a Bluetooth signal, and an
4 infrared signal.

1   4. (Original) The method of claim 1, wherein the broadcast
2 advertisement is received by the communication device from one of: a
3 billboard and a storefront.

1   5. (Original) The method of claim 1, wherein the acceptance data
2 comprises preferences for accepting broadcast advertisements specified by a
3 user of the communication device.

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1   6. (Original) The method of claim 1, further comprising the step of
2   modifying the acceptance data by integrating entries from a personal
3   information manager.

1   7. (Original) The method of claim 1, further comprising the step of
2   displaying the broadcast advertisement on the communication device based
3   on the comparison result.

1   8. (Original) The method of claim 1, further comprising the step of
2   storing the broadcast advertisement on the communication device based on
3   the comparison result.

1   9. (Original) The method of claim 8, further comprising the steps of:
2   reading deletion data in a stored advertisement, wherein the deletion
3   data indicates criteria for deleting the stored advertisement; and
4   deleting the stored advertisement from the communication device
5   based on the deletion data.

1   10. (Currently Amended) The method of claim 1, further comprising
2   the step of outputting a notification signal to a user of the communication
3   device if comparison of the advertisement data to the acceptance data is
4   accepted.

1   11. (Original) The method of claim 1, further comprising the step of
2   sending an indicator signal to a source of the broadcast advertisement,
3   wherein the indicator signal notifies the source that the communication
4   device is within a broadcast range of the broadcast advertisement.

1   12. (Original) The method of claim 1, further comprising the step of
2   communicating through the communication device with a wireless
3   positioning system.

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1   13. (Original) The method of claim 12, wherein the wireless
2   positioning system is GPS.

1   14. (Currently Amended) A method for broadcast advertising to a
2   mobile communication device, comprising the steps of:
3   receiving by the communication device one or more broadcast
4   advertisements <u>containing advertisement data</u>; and
5   selecting at least one of the received advertisements based on
6   preferences for selecting advertisements specified by a user of the
7   communication device.

1   15. (Original) The method of claim 14, wherein the broadcast
2   advertisements are received from a transmitter when the communication
3   device is within a broadcast range of the transmitter.

1   16. (Original) The method of claim 14, wherein the broadcast
2   advertisements are received from a local transmitter by the communication
3   device through a wireless communication channel.

1   17. (Original) The method of claim 14, further comprising the step of
2   modifying the preferences for selecting advertisements specified by the user
3   of the communication device by integrating entries from a personal
4   information manager.

1   18. (Original) The method of claim 14, further comprising the step of
2   displaying the selected broadcast advertisements to the user of the
3   communication device.

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1   19. (Original) A mobile communication device, comprising:

2   memory;

3   logic for storing acceptance data on the memory;

4   logic for receiving a broadcast advertisement containing advertisement

5 data; and

6   logic for comparing the advertisement data to the acceptance data to

7 obtain a comparison result.

1   20. (Original) The mobile communication device of claim 19, wherein

2 the logic for receiving the broadcast advertisement is capable of receiving

3 the broadcast advertisement through a wireless communication channel.

1   21. (Original) The mobile communication device of claim 20, wherein

2 the logic for receiving the broadcast advertisement is capable of receiving

3 the broadcast advertisement through one of: a radio transmission, a

4 television transmission, a Bluetooth signal, and an infrared signal.

1   22. (Original) The mobile communication device of claim 19, wherein

2 the acceptance data comprises preferences for accepting broadcast

3 advertisements specified by a user of the communication device.

1   23. (Original) The mobile communication device of claim 19, further

2 comprising logic for modifying the acceptance data by integrating entries

3 from a personal information manager.

1   24. (Original) The mobile communication device of claim 19, further

2 comprising:

3   a display; and

4   logic for displaying the broadcast advertisement on the display based

5 on the comparison result.

1   25. (Original) The mobile communication device of claim 19, further

2 comprising logic for storing the broadcast advertisement on the memory

3 based on the comparison result.

1   26. (Original) The mobile communication device of claim 19, further

2 comprising logic for communicating with a wireless positioning system.

1   27. (Original) The mobile communication device of claim 26, wherein

2 the wireless positioning system is GPS.

1   28. (Original) A system for broadcast advertising to a mobile

2 communication device, comprising:

3   logic for receiving acceptance data from the communication device;

4   logic for selecting one or more advertisements based on the received

5 acceptance data; and

6   logic for broadcasting the selected advertisements to the

7 communication device.

1   29. (Original) The system of claim 28, further comprising logic for

2 detecting whether the communication device is within a broadcast range,

3 and further wherein the logic for broadcasting the selected advertisements is

4 capable of broadcasting the selected advertisements to the communication

5 device upon detecting that the communication device is within the broadcast

6 range.

1   30. (Original) The system of claim 28, wherein the logic for

2 broadcasting the selected advertisements is capable of broadcasting the

3 selected advertisements to the communication device through a wireless

4 communication channel.

1   31. (Original) The system of claim 28, wherein the acceptance data

2 comprises preferences for accepting broadcast advertisements specified by a

3 user of the communication device.

1   32. (Original) The system of claim 28, further comprising logic for

2 communicating with a wireless communication channel.

1   33. (Currently Amended) A system for broadcast advertising,

2 comprising:

3   a mobile communication device capable of storing acceptance data

4 thereon; and

5   an advertisement broadcasting system capable of transmitting one or

6 more broadcast advertisements to the mobile communication device, the one

7 or more broadcast advertisements containing advertisement data;

8   wherein the mobile communication device is capable of receiving the

9 broadcast advertisements from the advertisement broadcasting system and

10 selecting at least one of the broadcast advertisements based on the

11 acceptance data.

1   34. (Original) The system of claim 33, wherein the advertisement

2 broadcasting system is capable of detecting whether the mobile

3 communication device is within a broadcast range, and further wherein the

4 advertisement broadcasting system is capable of transmitting the broadcast

5 advertisements to the mobile communication device upon detecting that the

6 mobile communication device is within the broadcast range.

1   35. (Original) The system of claim 33, wherein the advertisement

2 broadcasting system is capable of transmitting, and the mobile

3 communication device is capable of receiving, the broadcast advertisements

4 through a wireless communication channel.

1   36. (Original) The system of claim 33, wherein the acceptance data

2 comprises preferences for accepting broadcast advertisements specified by a

3 user of the mobile communication device.

1   37. (Original) The system of claim 33, wherein the mobile

2   communication device and the advertisement broadcasting system are

3   capable of communicating with a wireless positioning system.

Please add the following new claims:

1   38. (New) The method of claim 1, wherein the advertisement data of

2   the broadcast advertisement is capable of generating a display of an

3   advertisement on the communication device.

1   39. (New) The method of claim 1, wherein the advertisement data of

2   the broadcast advertisement is capable of generating a display of an

3   advertisement on the communication device without the communication

4   device receiving additional data.

1   40. (New) The method of claim 1, further comprising the step of

2   displaying an advertisement on the communication device generated from

3   the advertisement data if the comparison result indicates that the broadcast

4   advertisement meets the acceptance data.

1   41. (New) The method of claim 40, further comprising the step of

2   rejecting the broadcast advertisement for display on the communication

3   device if the comparison result indicates that the broadcast advertisement

4   does not meet the acceptance data.

1   42. (New) The method of claim 1, wherein the advertisement data

2   includes at least one of: a company name, a brand name, information about a

3   product, information about a service, price information, and a deadline for a

4   special offer.

1   43. (New) The method of claim 1, wherein the acceptance data

2   includes at least one of: a company name, a brand name, product

3 information, service information, price information, and a deadline for a
4 special offer.

1   44. (New) The method of claim 1, wherein the broadcast
2 advertisement includes an expiration date upon which the broadcast
3 advertisement is purged from the communication device.

1   45. (New) The method of claim 1, wherein the step of storing the
2 acceptance data on the communication device comprises manually entering
3 the acceptance data on the communication device by the user.

1   46. (New) The method of claim 1, wherein the step of storing the
2 acceptance data on the communication device comprises selecting by the
3 user the acceptance data from a predetermined list of acceptance data on the
4 communication device.

1   47. (New) The method of claim 1, wherein the step of storing the
2 acceptance data on the communication device comprises selecting by the
3 user acceptance data from a template of acceptance data on the
4 communication device.

1   48. (New) The method of claim 1, further comprising the step of
2 creating acceptance data from data from a personal information manager.

1   49. (New) The method of claim 48, wherein the data from the
2 personal information manager includes an event, and the acceptance data
3 created from the data from the personal information manager regarding the
4 event causes acceptance of broadcast advertisements related to the event.

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